Sport Management

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Sport Management Department
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631-420-2786
School of Business

Bachelor of Science Degree

The Sport Management program prepares students for ever-widening professional careers in the sport management industries. Our program provides students with fundamental and advanced-level courses taught by expert, experienced faculty in this dynamic and academically-rigorous subject area. In conjunction with advisors, students may tailor their degree program to best suit their career goals and professional development. Optional internships are available to sport management students during their third and fourth years of study.

Typical Employment Opportunities

Sports Marketing/Sales
Team/League Sponsorship, Ticketing
Professional Sports Organizations
Collegiate Sport Management and Marketing
Broadcasting/Communications
Sports Information Director/Media Relations
Event Management
Sport Agent
Director of Athletics
Associate Athletic Director/Compliance

Sport Management (BS) Program Outcomes:

• Graduates will have knowledge of the global and complex sports industry.
• Graduates will have knowledge of integration of the special nature of sports, management and marketing theory, and administrative principles.
• Graduates will be able to demonstrate competency in the management and leadership dimensions of sport.
• Graduates will be able to analyze and synthesize information/data and present their findings in a coherent manner.
• Graduates will be regular contributors to sport management and/or related fields.
• Graduates will exhibit an understanding of the necessity for personal integrity, ethical behavior, cultural awareness and lifelong learning.

Fall 2019 - Subject to Revision

Liberal Arts and Sciences (60-62 credits)
EGL 101 Composition I: College Writing (GE) 3
EGL 102 Composition II: Writing About Literature 3
EGL 310 Technical Writing 3
The Arts (GE) 3
ECO 304 Sports Economics 3
Communications: SPE 130, SPE 202, SPE 330, or SPE 331 (GE) 3
Foreign Language (GE) 3
Humanities (GE) 3
American/Other World/Western Civilization History (GE) 3
MTH 110 Statistics (GE) 3
Natural Science (GE) 6-8
ECO 156 Macroeconomics

OR

ECO 157 Microeconomics (GE) 3
PSY 101 Introduction to Psychology (GE) 3
SOC 122 Introduction to Sociology 3
PSY 304, PSY 311, PSY 330, or PSY 331 3
SOC 309 Sport in Society 3
Liberal Arts & Sciences Electives 9

Required: Business and Sport Management (51 credits)
BUS 101 Accounting I 3
BUS 102 Accounting II 3
BUS 109 Management Theories and Practices 3
BUS 202 Business Law I 3
BCS 102 Computer Concepts and Applications 3
SMT 110 Introduction to Sport Management 3
SMT 215 Sport Information Management 3
SMT 220 Media and Sport 3
SMT 225 Sport Marketing 3
SMT 304 Sport Finance 3
SMT 311 Sport Law 3
SMT 320 Athletic Administration 3
SMT 340 Sport Facility Management 3
SMT 370 Research in Sport Management 3
SMT 409 Strategic Sport Management 3
SMT 420 Current Topics in Sport

OR

SMT 440 Sport Management Internship I 3
SMT 485W Senior Seminar in Sport 3
Electives (9 credits)
BUS/BCS/SMT/PED (200 level or higher), or RAM 303 6
PED 3
Total Credits: 120-122

Degree Type: BS
Total Required Credits: 120-122

Please refer to the General Education, Applied Learning, and Writing Intensive requirement sections of the College Catalog and consult with your advisor to ensure that graduation requirements are satisfied.

Course Descriptions

EGL 101 Composition I: College Writing (GE)
This is the first part of a required sequence in college essay writing. Students learn to view writing as a process that involves generating ideas, formulating and developing a thesis, structuring paragraphs and essays, as well as revising and editing drafts. The focus is on the development of critical and analytical thinking. Students also learn the correct and ethical use of print and electronic sources. At least one research paper is required. A grade of C or higher is a graduation requirement. Note: Students passing a departmental diagnostic exam given on the first day of class will remain in EGL 101; all others will be placed in EGL 097. Prerequisite is any of the following: successful completion of EGL 097; an SAT essay score (taken prior to March 1, 2016) of 7 or higher; an SAT essay score (taken after March 1, 2016) of 5 or higher; on-campus placement testing.

EGL 102 Composition II: Writing About Literature
This is the second part of the required introductory English composition sequence. This course builds on writing skills developed in EGL 101, specifically the ability to write analytical and persuasive essays and to use research materials correctly and effectively. Students read selections from different literary genres (poetry, drama, and narrative fiction). Selections from the literature provide the basis for analytical and critical essays that explore the ways writers use works of the imagination to explore human experience. Grade of C or higher is a graduation requirement. Prerequisite(s): EGL 101

EGL 310 Technical Writing
A detailed study of the fundamentals of writing technical reports and other technical communications. Topics emphasized include the elements of a technical report, the interpretation of statistics and data, and the composition of letters, memos, and informal reports containing technical information. Assignments and student exercises are drawn from the student's technical area. Prerequisite(s): EGL 102 with a grade of C or higher
ECO 304 Sports Economics
An analysis and in-depth study of the economics and economic impact of professional and amateur sports. Topics include team and league structures, labor relations, stadium financing, consumer demand for sports, and the role and impact of public and private subsidies. The student should be able to: identify and explain the economic principles and problems associated with sports team ownership, stadium economics, as well as the impact and effects of radio and television broadcast rights on sports economics. Prerequisite(s): ECO 156 or ECO 157

MTH 110 Statistics (GE)
Basic concepts of probability and statistical inference. Included are the binomial, normal, and chi-square distributions. Practical applications are examined. Computer assignments using Minitab form an integral part of the course. Prerequisite(s): MP2 or MTH 015

ECO 156 Macroeconomics
This course is designed to introduce classic macroeconomic issues such as unemployment, inflation, national income and economic growth. The course will provide a unified framework to address these issues and to study the impact of different policies, such as monetary and fiscal policies, on the aggregate behavior of the economy. Analytical tools will be used to understand the experiences of the United States and other countries, and to address how current policy initiatives affect their macroeconomic performance.

ECO 157 Microeconomics (GE)
This course introduces students to fundamental economic concepts and theory, including demand, supply, and the formation of equilibrium prices in product and resource markets. Students will learn a specific set of analytical tools as well as how to apply them to current policy issues. In addition, the course offers an introduction to applied fields such as industrial organization (market structures), labor economics, international trade, and market failure.

PSY 101 Introduction to Psychology (GE)
This course is designed to present basic psychological concepts and to introduce students to the scientific study of behavior. Core topics include methods of psychological research, the biological bases of behavior, principles of learning, memory and cognition, personality, and psychopathology. Other selected topics to be covered would include the following: motivation and emotion, life-span development, social psychology, health psychology, sensation and perception, intelligence, human sexuality, statistics, and altered states of consciousness.

SOC 122 Introduction to Sociology
This is an introductory course designed to familiarize students with the field of sociology. In addition to learning about the central concepts and major theoretical sociological perspectives, students study human behavior in groups, the organization of social life, the impact of social institutions on individuals, and the process of sociological research. Great emphasis is also placed upon development of students’ “sociological imagination” – specifically, the ability to understand the ways that our individual lives are shaped by larger social forces and institutions. Note: Students who take SOC 122 may not receive credit for SOC 122W.

PSY 304, PSY 311, PSY 330, or PSY 331
Reflecting the 21st century global theme of acculturation, PSY 304 will focus on the ways in which the study and practice of psychology intersect with race, culture, and diversity. Topics include racial/ethnic/religious group differences, cultural norms, gender and sexual orientation issues, family, structure, and identity development. Primary focus will be given to the ways that race and culture contribute to disparities in access to mental health treatment as well as differences in beliefs about mental illness and its treatment. Consistent with an applied psychology approach, the student will develop an understanding of how diversity issues affect the workplace, i.e., discrimination in hiring/firing practices, affirmative action laws, multicultural competence, and sensitivity training. Prerequisite(s): PSY 101.
SOC 309 Sport in Society
This course analyzes the role of sport in society, especially American society. Particular attention is given to the significance of gender, race, ethnicity, and social class in sports. The course is organized around lectures, film, and discussion. Students are also expected to conduct their own research project. Prerequisite(s): SOC 122 or SOC 223 and EGL 102.

BUS 101 Accounting I
Fundamental accounting concepts and principles are covered through an understanding of the following topics: accounting as an information system; analyzing a transaction; the accounting cycle; accounting for both service enterprises and merchandising businesses; deferrals and accruals; reversing entries; systems design; accounting for cash, receivables, temporary investments and inventory; payroll accounting. Students apply concepts to the preparation of special journals, subsidiary ledgers, worksheets and financial statements.

BUS 102 Accounting II
Continued development of the principles and concepts introduced in Accounting I. The following topics are included: emphasis on further understanding of generally accepted accounting principles; plant assets; intangible assets; determination of depreciation, depletion and amortization; accounting for partnerships and corporations; long term liabilities; investments in bonds and stock; statement of cash flows; managerial accounting; accounting for manufacturing operations; budgeting and standard costs systems. Prerequisite(s): BUS 101 with a grade of C or higher.

BUS 109 Management Theories and Practices
This introductory course covers management principles pertaining to human resources, individual behavior in organizations, employee motivation and performance, and business ethics. Topics also include managing and the manager’s job; planning and decision making; employee performance appraisal and feedback; leadership and influence processes; interpersonal relations and communication; and managing work groups and teams.

BUS 202 Business Law I
An introduction to the nature and sources of law; the role the legal system; the law of torts and crimes; the law of contracts; and real and personal property.

BCS 102 Computer Concepts and Applications
This is an introductory course in the use of personal computers in today’s society. Students will receive instruction in basic computer concepts and terminology, the fundamentals of the Windows operating system and have hands on experience at the beginning to intermediate level using Microsoft Word, Excel, and PowerPoint. The Internet will be used to supplement textbook and lecture materials. Note: Computer Systems students cannot use BCS 102 to meet a BCS Elective requirement.

SMT 110 Introduction to Sport Management
An investigation into the scope of the sport industry; a growing major business enterprise in the United States and in much of the world. Functions of management, skills and attributes required of a sport manager, and roles of a manager are examined and researched. Attention focuses on how the managerial process relates to sport organizations and their products. Students become acquainted with career opportunities in the sport management field. Note: Students must achieve a C or higher in this class to continue on in any course to which it is a prerequisite.

SMT 215 Sport Information Management
The effective management of information is essential to successful business and athlete development in sport related fields. Sport information directors use software to track stats at every level, including high school, college and professional, and then transmit these stats to national organizations. Computer-aided facility, management, financial, operational and accounting systems for the running of sport franchises and fitness clubs, salary capology, and handicap computational systems are just a few of the other applications for information management that will be addressed in this class. Prerequisite(s): BCS 102.
SMT 220 Media and Sport
The course will begin by tracing the history of sport media in the United States beginning with the reporting of early American sports via newspapers, through the radio and television ages, the role cable television played in expanding sports viewership, ending with an analysis of regional sports networks, social media and the on-line streaming of sports. The course will examine the role the Sports Broadcasting Act of 1961 has played in shaping modern media rights contracts including its influence on rights fees and coverage. Additional topics include managing talent and production staff, examining commercial pressures on both athletes and sport properties, and the global sport media expansion so the students can examine current problems while analyzing possible solutions. Prerequisite(s): SMT 110 with a grade of ‘C’ or higher

SMT 225 Sport Marketing
An investigation into the decisions necessary to plan, develop, implement and control integrated sports marketing programs. Attention will be directed towards each major element of the marketing industry—advertising, promotion, public relations and sponsorships. The emphasis will be on the marketing of professional and collegiate athletes. Included will be the use of marketing for teams, leagues and special events. The course will also focus on negotiations, contracts and the role of the media. Prerequisite(s): SMT 110 with a grade of ‘C’ or higher

SMT 304 Sport Finance
This course grounds students in the real world of financial management in sport, showing them how to apply financial concepts and appreciate the importance of finance in sport management and operations. Through classroom presentations, discussions and course assignments, the student will be provided with a solid foundation in financial management, managerial economics, and statistics as they relate to the sport industry. The course content will focus primarily on the spectator sport segment of the sport industry (professional sports, collegiate athletics, Olympic sports, sport facilities, events, and sport agencies). Some of the topics that will be covered are capital, budgeting, asset allocation, market structures, financing of venues including subsidies, salary caps and the effect of collective bargaining agreements on sport organizations. Prerequisite(s): SMT 110 with a grade of ‘C’ or higher and BUS 102

SMT 311 Sport Law
A study of legal issues affecting all aspects of sports, including college, professional and recreational activities. Future professionals within the realm of physical activity and sport need to be aware of the law the many implications it brings to their chosen fields. This class is designed to provide an introduction to various aspects of the law and its influence on sport and physical activity. Prerequisite(s): BUS 202

SMT 320 Athletic Administration
This course focuses on the organization, administration, and management of physical education and sport. Attention will be directed towards intercollegiate and interscholastic athletics, professional sports organizations and various recreational programs. Emphasis will be placed on organization and leadership theories and program development. The management and supervision as well as the budgeting and purchasing process in the management of athletic facilities will be discussed. Issues of law, risk management and ethics as they pertain to athletics will be explored. Prerequisite(s): BUS 109

SMT 340 Sport Facility Management
This course focuses on athletic facilities and the complex management involved. Topics include the development, operation, and financing as well as the management and supervision of athletic facilities. Attention will be directed towards public and private arenas, colleges and universities, and health clubs and stadiums. Other topic of special interest and current research will be discussed. Prerequisite(s): BUS 109

SMT 370 Research in Sport Management
This course is an undergraduate class on various aspects of research within the context of sport. The course provides a general overview of social research, covering four broad topics: research design, review of literature, data collection, and
data analysis. Upon course completion, students will demonstrate the ability to develop a research proposal for a sport-based study. Prerequisite(s): SMT 110 and EGL 310 both with a grade of C or higher.

**SMT 409 Strategic Sport Management**
Strategic sport management is a means of applying a variety of business strategies to the context of sports development. Geared for upperclassmen, this course focuses on this growing field by developing and assessing the knowledge and skills associated with senior level managers working in private or public sector sports-related institutions. Students will be expected to leverage the knowledge and skills through individual and/or group projects in anticipation of similar responsibilities in their careers. Prerequisite(s): Senior status and SMT 304

**SMT 420 Current Topics in Sport**
This course analyzes contemporary issues including topics such as athlete use of performance enhancing drugs, public/private funding of facilities and arenas, gambling (legal/illegal), escalating player/coaches' salaries, violence in sport, legal issues including Constitutional, collective bargaining, antitrust and employment law, NCAA and amateurism, the impact of Title IX, concussion and other sport health issues, media rights and technology, and institutional cheating in sport. Case studies are investigated and students engage in critical thinking and discussions to understand what has created these issues and their implication. Extensive research of current texts and journal articles is required. Prerequisite(s): SMT 320

**SMT 440 Sport Management Internship I**
Supervised work experience in corporate settings, amateur and professional sport agencies, colleges and universities, and community sport organizations. Students assume leadership roles in various job-related activities and perform administrative tasks in support of activities under an experienced agency supervisor and faculty sponsor. No more than 15 credits may be earned from SMT 440 to SMT 443 and SMT 445 to SMT 448. Prerequisite(s): Junior or Senior level status, Department approval, with a minimum GPA of 3.0 and SMT 110 with a grade of C or higher.

**SMT 485W Senior Seminar in Sport**
In this capstone course, students may use software and case studies that will simulate the management of a professional franchise and other sports organizations, from an operational, marketing and financial standpoint. Decisions will be made, and results analyzed, to determine if the sport business will succeed. Students will be required to prepare operational, marketing and financial plans in addition to an annual budget, and then analyze the results. This is a writing intensive course. Note: SMT 485W can be used to fulfill the writing intensive requirement. Offered at the discretion of the Sport Management Department. Prerequisite(s): Senior level status and SMT 409 and EGL 101 with a grade of C or higher

Admission to Farmingdale State College - State University of New York is based on the qualifications of the applicant without regard to age, sex, marital or military status, race, color, creed, religion, national origin, disability or sexual orientation.